

SAMPLE FINAL EXAM SHORT INTEGRATIVE QUESTION

Apple is one of the firms currently attempting to develop driverless cars that, without help from passengers, can find their way to the intended destination. How do the issues of diffusion of innovation and branding discussed in class relate here? Do you see a chicken-and-egg problem?



Suggested answer length: 12-18 computer screen lines. Note that on the actual exam, if you were not familiar with this brand, it would be permissible to Google it.